

present invention comprise display characteristics and content or merchant data from more than one content provider or merchant such that each display created is unique to the user based on the user's electronic profile data. Applicant has further amended claims 1, 6, 11, and 16 to indicate more clearly that user profile data comprises online behavior data as well as personal data that is used to determine display characteristics for presenting content selected for the user based on profile data. In view of Applicant's amended claims, Applicant respectfully traverses the rejections.

Dedrick discloses a method and apparatus for providing electronic advertisements to end-users. The presentation of the advertisements may be customized based on colors or formats. However, each advertisement originates from a single merchant, and the content of the advertisement is not changed for each user. The content of the advertisement is the same for every user, and therefore Dedrick teaches only display of the same content for altered for appearance based on user preferences.

Ritchie teaches an internet service in which HTML pages are selected for users based on user preferences and interests. The pages may be selected from a single retailer's catalog (Col. 10, ll. 57-63). The order in which pages are supplied to users may be adjusted based on the user's preferences. (Col. 16, ll. 57-60). For example, Ritchie teaches that upon detecting a particular interest, a clothing page may be present to a user first. (Col. 17, ll. 15-17). Although pages may be presented to users in different orders, the content of the pages does not change based on user preferences or interests. Each retailer determines the content of the pages in its catalog and the pages do not change for different users. Ritchie does not provide content from more

than one retailer on a single display. Therefore, Ritchie does not teach content data from a plurality of content providers. More importantly, Ritchie does not teach content data from a plurality of content providers in which each display presented to a user comprises content data from more than one content provider and display characteristics wherein the content data from the plurality of content providers and display characteristics are selected for the user based on the user's electronic user profile data.

Applicant respectfully submits that neither the Dedrick reference nor the Ritchie reference, alone or in combination, teach a system and method for generating a unique computer display based on display characteristics as well as content provider data from more than one content provider. In a preferred implementation of the present system and method, the steps of content selection and display characteristics selection are separated so that displays for users are more easily customized based on content as well as appearance of content. As a result, each user's navigational experience is truly unique. Users with similar interests are not presented with the same pages of content altered only for appearance and/or format as taught by Dedrick and Ritchie. In prior art systems, many aspects of the display, and in some cases all aspects, are the same for all users. As a result, users with similar interests often have the same navigational experience. The ability to monitor online behavior and the flexibility provided by Applicant's invention supports customization of displays in new ways (e.g., displays that contain a different number of items from various content providers or merchants based on the user's preference regarding the number of items to be viewed at one time). As a result, users with similar interests may have very different navigational experiences. For example, one user may prefer to view only a few items at a time while another user

prefers to view many items at a time. Applicant's invention supports the generation of unique displays based on these preferences. Applicant respectfully submits that independent claims 1, 6, 11, and 16 indicate clearly that displays are customized for each user based on display characteristics (e.g., number of items) as well as content (e.g., types of items) in order to create unique displays for every user.

Attached is a marked-up version of the changes made to the claims by the current amendment. The attached page is captioned "VERSION WITH MARKINGS TO SHOW CHANGES MADE."

In view of the foregoing amendments and remarks, Applicant respectfully submits that the present application is now in condition for allowance and respectfully requests such action.

Respectfully submitted,

Date: April 30, 2003

By: Carol G. Stovsky
Carol G. Stovsky
Reg. No. 42,171
Attorney for Applicants
Standley & Gilcrest LLP
495 Metro Place South, Suite 210
Dublin, Ohio 43017
Tel.: 614-792-5555
Fax: 614-792-5536

Application Serial No. 08/539,110

VERSION WITH MARKINGS TO SHOW CHANGES MADE

The claims have been amended as follows.

1. (Amended) A system for customizing displays, comprising:
 - electronic user profile data comprising on-line behavior data and personal data;
 - content data from a plurality of content providers, said content data selected according to said electronic profile data;
 - a plurality of model parameters identifying display characteristics for a computer display;
 - a plurality of actual display characteristics selected independently of said content data in accordance with said electronic user profile data, ~~said content data from said plurality of content providers,~~ and said plurality of model parameters; and
 - a display comprising said actual display characteristics and said content data from said plurality of content providers wherein said display is unique to a user with said electronic user profile data based on said actual display characteristics and said content data from said plurality of content providers.
6. (Amended) A method for customizing displays in accordance with user preferences comprising the steps of:
 - g) creating electronic profile data for a computer user, said electronic profile data comprising on-line behavior data and personal data;
 - h) defining general display characteristics for a computer display;
 - i) applying a predictive model to said electronic profile data to select actual display characteristics in accordance with said general display characteristics

- and said electronic profile data;
- j) selecting content provider data from a plurality of content providers in accordance with said electronic profile data;
- k) generating a unique computer display based on said actual display characteristics and said content provider data; and
- h) displaying to a user with said electronic profile data said unique computer display with said content provider data from said plurality of content providers in accordance with said actual display characteristics determined in accordance with said on-line behavior data of said electronic profile data.
11. (Amended) A method for online product marketing comprising the steps of:
- e) defining electronic profile data for a computer user, said electronic profile data comprising on-line behavior data and personal data;
- f) defining account data for a plurality of merchants;
- g) defining model parameters for a computer display, said model parameters based on user preferences determined in accordance with said on-line behavior data of said electronic profile data; and
- h) combining said electronic profile data and said account data defined for said plurality of merchants to create a customized computer display in accordance with said model parameters based on user preferences determined in accordance with said on-line behavior data of said electronic profile data, said customized computer display unique to a user with said electronic profile data.
16. (Amended) An electronic marketing system comprising:
- a plurality of electronic user profiles;

a database for storing merchant data for a plurality of merchants;
variable display characteristics for defining the layout of a computer display;
a predictive model for selecting actual display characteristics in accordance with one of said plurality of electronic user profiles and said merchant data from said plurality of merchants in said database; and

a computer display comprising said actual display characteristics and said merchant data from said plurality of merchants, said computer display unique to a use with said one of said plurality of electronic user profiles based on said actual display characteristics and said merchant data.